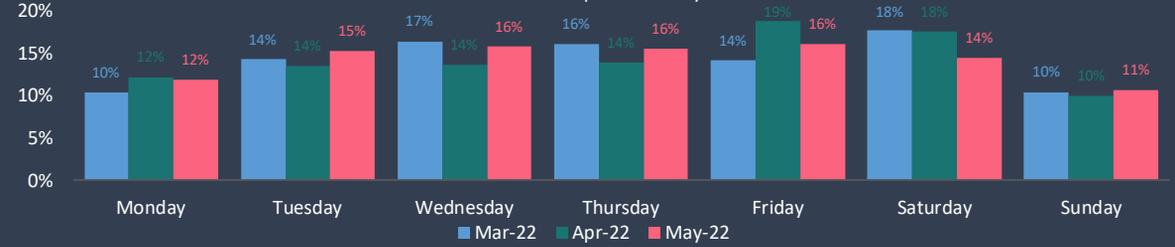
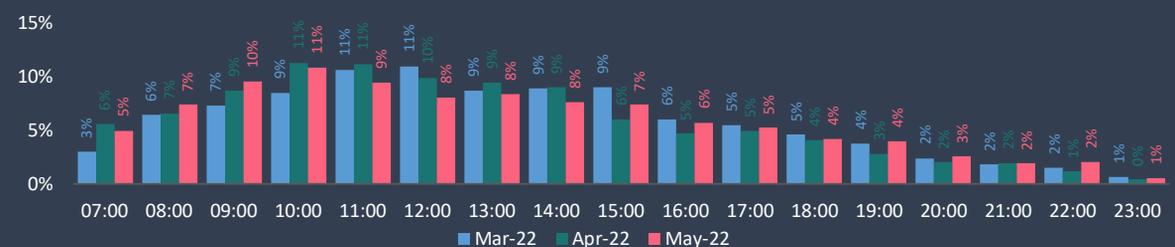
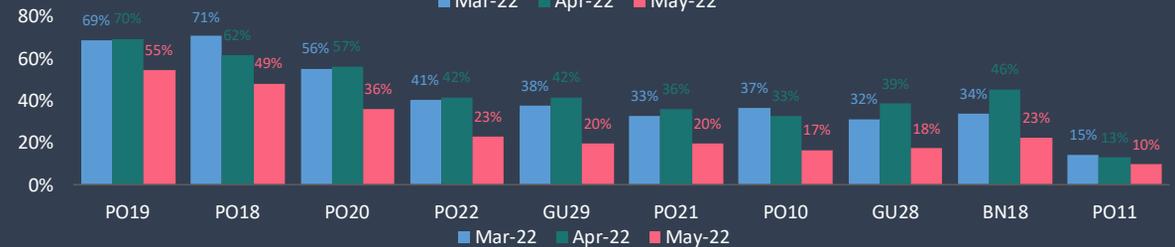
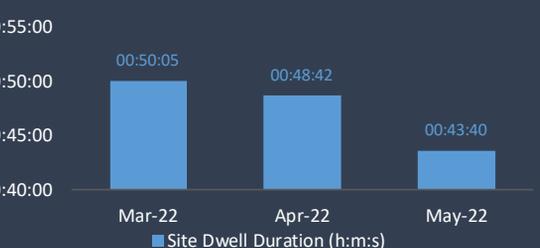
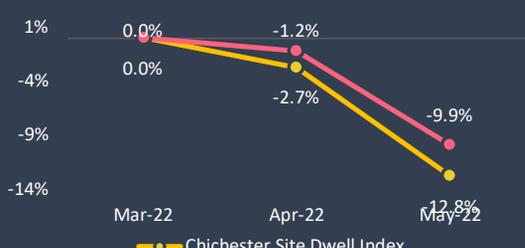
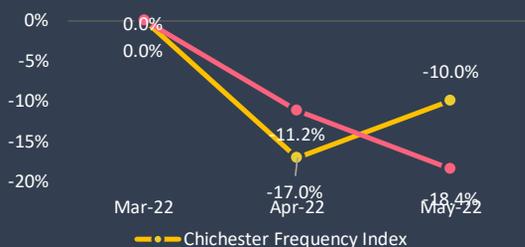
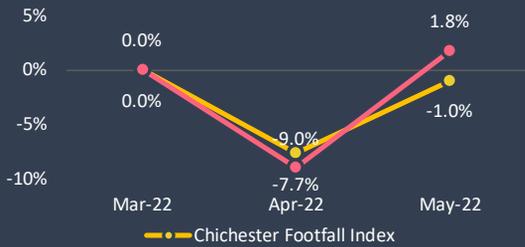


## MONTHLY FOOTFALL REPORT – MAY 2022

In May we saw footfall of 466k, a MoM increase of 7.37%, which was slightly below National figures. Typically, visitors spent 43 minutes in the city and visited 3 times per month. We saw a decrease in the length of time visitors were staying in Chichester -10.3% vs April. Visitor frequency increased in May from 3.08 to 3.34, which shows people are visiting Chichester more frequently.

Footfall by hour continues to show we are busiest from 9am-11am, but we did see an increase in footfall between 3pm-4pm vs April. We can also see that footfall has increased in the evenings from 7pm-11pm which is a real positive for our night-time economy.

Core catchment postcodes continue to visit Chichester, but we saw a decrease in these this month. However, footfall increased from PO2 & PO3 postcodes in May, which shows we are attracting visitors from further afield.



### Footfall and Footfall Index

Footfall is measured by analysing the number of visits made by visitors from the core catchment postcodes of Chichester and extrapolating using the postcode population to calculate total footfall volume  
The chart with an index shows footfall in comparison to the oldest month whilst providing a reference to UK trends

### Visit Frequency

The visit frequency is a measure of the average number of times a month a visitor will come to the site.  
The chart with an index shows footfall in comparison to the oldest month whilst providing a reference to UK trends

### Site Dwell

Site dwell is a measure of how long visitors spend on site. The overall figure is based on those who spend between 1 to 90 minutes on site.  
The chart with an index shows footfall in comparison to the oldest month whilst providing a reference to UK trends

### Site Dwell Duration Breakdown

Visitor footfall volumes are analysed by the length of dwell time e.g 6m-12m = all the visits lasting between 6 and 12 minutes.  
The chart represents all visits between 6mins to 90mins, with each month equaling a total of 100%

### Chichester Visitor Postcode Catchment

The % share of visitors to Chichester from a catchment postcode, which is determined by the location a mobile phone 'sleeps' overnight.  
The ten postcodes included in the chart are 'Core Catchment Area' postcodes to Chichester

### Chichester Visitor Time of Day

The % share of visitors to Chichester between 7am and midnight to equal 100% of visitors.

### Chichester Visitor Day of Week

The % share of visitors to Chichester across the week to show the most popular day.